

## CLAIMS

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1. A method for serving a web page, comprising the steps of:  
processing a given file into XML compliant code;  
5 translating the XML compliant code into an object model representation  
having at least one custom tag;  
processing the object model representation to generate executable code; and  
invoking the executable code to generate the web page.
- 10 2. The method as described in Claim1 wherein the step of processing the  
object model representation includes the steps of: parsing the object model  
representation to identify a custom tag; and  
upon identifying a custom tag, invoking a handler that converts the custom tag  
into a given representation.
- 15 3. The method as described in Claim2 wherein the given representation is  
script code.
4. The method as described in Claim2 wherein the handler is a stylesheet  
20 handler.
5. The method as described in Claim4 wherein the step of invoking the  
handler comprises:  
loading a stylesheet; and

passing the stylesheet and the object model representation to a processor.

6. The method as described in Claim2 wherein the handler is a Java handler.

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7. The method as described in Claim6 wherein the step of invoking the handler comprises:

loading a Java object;

calling a process method on the Java object; and

10 replacing the custom tag with the given representation.

8. The method as described in Claim1 further including the step of registering the custom tag together with data identifying a handler prior to processing the flat file.

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9. The method as described in Claim1 wherein the executable code is a servlet.

10. The method as described in Claim1 wherein the object model representation is a tree data structure.

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11. A method of serving a web page, comprising the steps of: registering a set of custom tags;

upon a given occurrence, processing a flat file into XML compliant code;

5 translating the XML compliant code into a document object model having a subset of the set of custom tags;

processing the document object model to generate a servlet;

compiling the servlet into executable code; and

invoking the executable code to generate the web page.

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12. The method as described in Claim 11 wherein the given occurrence is a first access of the web page.

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13. The method as described in Claim 11 wherein the document object model is a tree structure.

14. The method as described in Claim 13 wherein the step of processing the document object model includes the steps of:

parsing the tree structure to identify each custom tag; and

20 upon identifying each custom tag, invoking a handler that converts the custom tag into given script code.

15. The method as described in Claim 14 wherein the handler applies a XSL stylesheet to generate the given script code.

16. The method as described in Claim14 wherein the handler executes a Java code object to generate the given script code.

006372.00247:0455663.01

17. A computer program product in a computer-readable medium for managing the serving of a web page from a server, comprising:

- means operative upon a given occurrence for processing a flat file into XML compliant code;
- means for translating the XML compliant code into a document object model having a set of custom tags; and
- means for processing the document object model to generate servlet code that may be compiled and invoked to generate the web page.

18. The computer program product as described in Claim 17 further including means for registering a superset of custom tags.

19. The computer program product as described in Claim 17 wherein the means for processing comprises:

means for parsing the tree structure to identify each custom tag; and

means responsive to identification of a custom tag for invoking a handler that converts the custom tag into given script code.

20. The computer program product as described in Claim 19 wherein the handler applies a XSL stylesheet to generate the given script code.

21. The computer program product as described in Claim 19 wherein the handler executes a Java object to generate the given script code.

22. A server, comprising:

- a processor;
- 5 an operating system;
- a server program;
- a registry of custom tags;
- means operative upon a given occurrence for processing a flat file into XML compliant code;
- 10 means for translating the XML compliant code into a document object model having a set of custom tags;
- means for processing the document object model to generate servlet code;
- means for compiling and class loading the servlet code; and
- means for invoking the servlet code to generate the web page.
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23. A web page, generated by:
- processing a given file into XML compliant code;
  - translating the XML compliant code into an object model representation
  - 5 having at least one custom tag;
  - processing the object model representation to generate executable code; and
  - invoking the executable code.

[illegible]